



# EFFECTS OF EMOTIONAL APPEAL USED IN TELEVISION ADS ON PURCHASE DECISION OF CONSUMER: A LITERATURE REVIEW

Malini Singh<sup>1</sup> | Dr. Atul Pandey<sup>2</sup>

<sup>1</sup> Assistant Professor in Management, IITM College, Janakpuri, New Delhi.

<sup>2</sup> Professor & Head of Department Of Business Administration, APS University Rewa

## ABSTRACT

Advertisement is an important tool to introduce brand to people and Television is one of the major source of which can differentiate one brand to the others. Previously, advertisers were only focusing on the utility feature of the product but now the scenario has been changed. Advertisers are pinpointing and using the emotions of the local public and use them in their TV Commercials. This review of study will majorly focus on emotional appeals used in TV commercials and its impact on the consumer's buying decision. Literature review has been done from various journals and published papers and information collected from both within India and outside India.

## INTRODUCTION

In the age of globalisation, hyper competition has become a regular feature. Today the markets are no less than the battleground and one has to strive hard for their survival and growth. To survive in the highly competitive market companies are taking the help of advertising and other sales promotional techniques in creating the differentiation among the products of competitive brands. In present scenario, there are 'n' numbers of Companies who are offering almost the similar products (like Soaps, Biscuits, Oral Care, and Cosmetics etc.). So, marketing mix help in selecting the product and the brands. Marketing mix has four subsets i.e. product, price, place and promotion.

Advertising is a component of promotional mix, which is used to create awareness about product, persuading the customers to choose a particular brand and help in taking purchase decisions. The major aim of advertising is to impact on buying behaviour. However, this impact about brand is changed or strengthened frequently people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004).

Advertising appeal is defined as suppliers' application of a psychologically motivating power to arouse consumers' desire and action for buying while sending broadcasting signals to change receivers' concepts of the product. Hence, advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product, and to affect them emotionally about a specific product or service (Belch & Belch, 1998; Schiffman & Kanuk, 2007).

Previously, advertising focuses on the rational appeal, where advertiser focuses on the product or services benefits or features like quality, price durability, value etc. But because of hyper competition this type of appeal hardly makes any the differences among the competitive products. So, for creating the brand image and symbolic image for the product in the market, emotional appeal is being used by the advertiser. This type of advertising appeal will help in making a deep impact on the memory of the consumer and they will remember the advertisement more than the advertisement in which rational appeal is being used.

The idea that positive and negative emotions are relationship with consumer decision making toward advertising goes back at least to the Lavidge and Steiner model but in their model the role of emotion is limited to "liking and preferences". The model also reflects the thinking of the time when emotion was assumed to be post-cognitive, a function not a determinant of thinking (Schachter & Singer, 1962). Hence, FMCGs Sectors are also taking the advantage and using the emotions like love, happiness, sadness in advertisements which help the advertisers in attracting, penetrating and influencing the consumer purchase decision.

It is found that youth consumer is more sensitive to emotional toward advertisement. Through, companies successfully assigned the role of emotional types on student's decision making and the researcher examined the relationship among branding, youth, and education. (Klein 2000).

This study will also tried to reveal the how emotional appeal which effect the consumer behaviour towards the products like food and beverages, household items and personal care products..

## Researches Related To Emotional Appeal and Consumer Behaviour

**Sarfraz Ahmed et.al (2017)** done a study on "Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behaviour in Malaysia", where they collected the responses from 250 respondents with the help of questionnaire and they analysed the effect of advertisement on brand preferences. They came out with the results that TV ads play a positive role in creating brand preference in the mind of customers. Majorly advertisements which are using emotion help more to create the brand preference among the consumers.

**Giehrito Cammayo Dulin (2016)** researched on impact of advertising on consumer behaviour. This study resulted with the fact that the respondents **considered emotional appeal**, promotional advertising, facts and statistics, bribe and unfinished ads as the top 5 sources of information which effect their buying decision and the least source considered is endorsements by celebrities.

**R.K. Srivastava (2016)** conducted an empirical study on to understand the influence of emotional and humour based advertisements on consumer's behaviour towards brands and their purchase behaviour of brands. It is a primary study involving 202 respondents within the age-group of 18-55 years. They are shown a combination of 6 advertisements, which consisted of 3 emotional and 3 humorous advertisements of FMCG sector. The conclusion of the study was emotional advertisement compared to a humorous advertisement is more effective measured in terms of brand image, likeability, purchase intentions and brand recall as per present study. This study gives an insight on impact of emotional and humour advertisement on likeability, brand recall and purchase intention.

**Sukhmani Mohit Gupta (2016)** study attempted to identify how television advertisements played a role in transforming the life study of rural consumers. A survey was conducted where data was collected from 400 respondents belonged to households had TV sets. Those respondents were aged between 25 – 44 years where their major occupation was farming. These respondents agreed that TV ads were the driving force that made them yearn for improvement in lifestyle. The study also revealed that advertising appeal help in changing the lifestyle of the rural people because emotional advertising appeal help them to mould and their attitude towards the products.

**Farooq et al. (2015)** also proposed that **comic factor in the field of advertisement** through TV ads affect the interest, attention, desire and actions of the consumer which leads to change in the buying behaviour of the consumer due to the TV Commercials.

**Fazal ur Rehman, Nawaz, Khan, & Hyder (2014)** conducted an another study where they examined the effect of advertisement on the rural regions and finally they came with the conclusion that emotional advertisement is playing a significant role changing the consumer buying behaviour.

**Bisht (2013)** also revealed from her study that there is a positive relationship between TV advertisement and purchase decision of youth, since they are more informational conscious so they give emotional response to the advertisement rather than environmental response. The study also reveals that TV advertisement also leads to trial purchase.

**Dr. Sandhya Rajasekhar and Ms. Deepa Makesh (2013)** conducted "A study on Impact of advertising on brand preference of high involvement products". According to him, the products which needs low involvement in purchasing the

items like food & beverages, household items and personal care, advertisement play an important role in deciding the brand. Especially the **humour, jingle, imagination**, spoke person play a vital role in remembering the brand of the product.

**Sana Yasin, Saleem Anwar and Muhammad Sajid (2013)** conducted a study on “**Consumer Attitude towards TV Advertising Based upon Consumer Age & Gender.**” Which designed the instrument to cover a sample of 200 randomly selected respondents from Sahiwal, Lahore, Multan and Faisalabad and they have used Frequency analysis and cross tabulation method for analysing the data. This study concluded that TV advertisements have not lost its charm in fact it is seen that definitely age effects the perception of the consumer. Now old age group consumers are more interested in TV ads thus they should be provided with more products of their use, if marketed well the marketers can get maximum out of these consumers. Young people are more likely to be consumers when they are able to put facts in front of them; they are motivated through rational appeals and thus need more than just colours and jingles in the advertisements in general and TV ads in specific.

**Muhammad Nabeel (2012)** analysed by Chi square and Crosstable and establishes that the consumers are highly dependent on **emotional appeal advertisements from the aspect of brand preference, purchase decision and brand recall**. The companies show advertisements of their products to influence consumers towards a brand. Consumer perception of a brand can be in positive or in negative that depends upon the type of advertising appeal used.

**Mrs. Pallavi Kumari (2012)** conducted the study on “**Changing Purchase Behaviour of Indian Customers**” which resulted to the way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behaviour of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behavior of the consumers. The present study is based on the perceptions, buying behavior and satisfaction of the consumers in Indian market. The Indian consumers are noted for the high degree of value orientation. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products. Consumer behaviour is complex and very often not considered rational. The recent trends which are found in the Indian market are celebrity influence, online shopping, freebies and popularity of eco-friendly products. The buying process involves brand beliefs formed by passive learning, followed by purchase behaviour, which may or may not be followed by evaluation. Visual symbols and imagery are important because they can be remembered easily and associated with the brand. Ad campaigns should include high repetition of short-duration messages. Television is usually more effective than print media because it is a low-involvement medium suitable for passive learning. Marketers can try to convert low-involvement products into higher involvement ones by linking them to some involving issue. Consumers undertake variety seeking buying behaviour in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety rather than because of dissatisfaction. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples, and advertising that presents reasons for trying something new.

**Soofi Anwar (2012)** conducted the descriptive study on “**Young Consumer's Attitude towards Television Advertisements in the Internet Age**” in which 50 respondents age group of 18-24 years were taken for the analysis of the objectives. Mean, Standard Deviation and Percentage Method is used for analysing the data. The study revealed that despite of the growth of internet usage among young consumers, still television is the advertising medium with most exposure compared to other traditional and non-conventional mediums. It was also seen that brand awareness and brand recall is considered to be most important purpose that a TV ad serves. The another important fact that came was humour appeal ads are preferred the most, followed by the ads portraying luxurious appeal by young consumers. It was also found that Ad endorsements by film celebrities and sports personalities are most preferred by the respondents. Ads portraying experts endorsing the products in TV are least preferred and the further analysis reveals that young consumers possess overall a favourable attitude towards television advertisements and its role in impacting their buying behaviour.

**Faiza Saad (2011)** researched on the **emotional appeal and its effect on the brand loyalty** of the customers towards the product. He has studied the beauty products like dove and seen that after using the emotional appeal in the TV Ads people where more attached to the product and become brand loyal.

**Zain-Ul-Abideen and Salman Saleem (2011)** researched on “**Effective advertising and its influence on consumer buying behaviour in Islamabad**”. He came to know that Emotional response play an pivotal role in establishing strong association with the consumer buying behaviour. Both of them conducted the study in the areas of Islamabad, Rawalpindi and Lahore and they have compared between emotional advertising and environmental responses. They concluded that buyers are getting more effected by the advertisements which were creating the emotions with the help of audio, video and appeal. Which stress them to buy the product.

**Md. Ashaduzzaman and S.M. Asif-Ur-Rahman (2011)** conducted a study on “**Impact of Television Advertisements on buying pattern of Women in Dhaka City**” which found that Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. The paper aims to assess the impact of television advertisement on purchasing decision of women for acquiring goods and services. This study was based on a survey of 460 randomly selected women from three places i.e. Dhanmondi R.A., Jhigatola, and Circular Road of Dhanmondi area in Dhaka City. The results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping.

**Vinod Kumar Bishnoi and Ruchi Sharma (2009)** conducted a survey on “**The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers**” which aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study was conducted on 866 teenagers of Haryana (431 male and 435 female) of which 440 were rural and 426 were urban. The data was analysed by applying counts, percentages, means and ANOVA. The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers' buying behaviour is more influenced by television advertisements than their female counterparts.

**Aneza Bashir and Najma Iqbal Malik (2009)** done a study on “**Effects of Advertisement on Consumer Behaviour of University Students**” to find out the effects of advertisement on consumer behaviour of university students (N = 150). A self-explanatory questionnaire was used to measure the effects of advertisement. The sample was comprised of university students (University of Sargodha). Their age (18 – 24) was constant. Six brands were decided to be used as FMCG's unit and inquiries were made with relevance to their advertisements. For results formulation chi-square, frequency and binomial test analysis were used and presented in tabular, bar graph, and pie chart form. The results revealed that advertisement persuades the consumer to at least buy the product once in a lifetime. Personality used in commercial influenced the consumers more as compare to keyword / caption. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compare to others (friend, neighbors, reference group) opinions. Advertisement can affect any income group, but expensive product and repetition of advertisement did not affect the purchasing attitude. The most preferred brand was Lux and second preferred brand was Safeguard. Consumers were influenced by the appeal and personality used in the specific brand advertisements.

**Kotwal et al. (2008)** studied the **Impact of TV advertisements on buying pattern of adolescent girls**. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when she purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television. Mickel (1990) studied the effects of commercial television on Iraqi consumer. They found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly the consumer behaviour.

**Schiffman and Kanuk (2007)** defined advertising appeal as suppliers' application of a psychologically motivating power to arouse consumers desire and action for buying while sending broadcasting signals to change receivers concepts of the product. Hence advertising appeal is applied to attract the consumers' attention, to change the consumers' concept of the product, and to affect them emotionally about a specific product or service.

**Lowett & Nunes (2007)** have researched that as compared to 79% usage of internet, TV consumers viewing advertisement have approached 97% in the last year i.e. 2006-07. They also concluded that advertising's influence is more on younger consumers instead of older consumers.

**J. Varaprassd Reddy (2006)** in his study ‘**Role of Advertising in Creating Brand Personality**’ says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important, failing which dilution of brand personality or absence of it may occur. Other mix elements like distribution, pricing, promotion and packaging (apart from advertising) should support and strengthen brand personality.

**CONCLUSION**

All the above studies are related with emotional appeals depict that Emotional Appeal used in TV Commercials effect the consumer buying behaviour. The studies also enlighten the fact that emotional appeal plays a pivotal role in creating the brand preference and brand image of the product in the market. The study all reveals that youngster and women are mostly gets affected by the emotional TV advertisement. It has also seen that humour appeal are most common appeal which are used in TV Commercials so make the connect with the viewers. Finally I can conclude that if emotions are used in the proper manner in TV advertisement it can help in increasing brand loyalty and brand recall which will help the marketers to make their base in the market.

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